

# INITIATIVES GROUP

NEW YORK • TORONTO

Edward F. Ogiba  
PARTNER

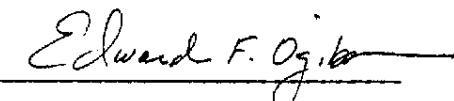
## PHILIP MORRIS, INC.

It is our normal practice to vouch for the confidentiality of information associated with our working on any business.

In terms of Philip Morris, the Initiatives Group undertakes to keep confidential all information, material or data obtained by or disclosed to us during the course of work in connection with our cigarette project. This undertaking does not, of course, apply to information previously known to us, to information in the public domain, and to information disclosed to us by third parties as a matter of right.

The Initiatives Group further undertakes that it will not now, or at any future time, divulge or appropriate to its own use or the use of others, reproduce, transmit, or provide such information, material or data, or any part thereof to any person or persons outside of the Initiatives Group except as Philip Morris may specifically authorize or direct in writing.

  
Graham Denton  
Chief Executive Officer  
Product Initiatives

  
Edward F. Ogiba  
Managing Director  
Product Initiatives U.S.

  
Donald B. Carpenter  
President  
Product Initiatives U.S.

2044296256

Product Initiatives  
Park Avenue Atrium, 237 Park Avenue,  
(Twenty First Floor), New York, N.Y. 10017  
(212) 772-0867

Marketing Intelligence Service  
33 Academy Street,  
Naples, New York 14812  
(716) 374-6326

Product Initiatives  
14 Prince Arthur Avenue,  
Toronto, Ontario M5R 1A9  
(416) 925-2412